

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Cole's Anniversary Offering

of the Finest Selected Nursery Stock



Weigela
Eva Rathke

Probably our most profuse Everblooming Shrub. Covered with nothing sprays covered with multitudes of flowers. Semi-dwarf. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. 80c; special, 75c each.

Weigela Rosea

Beautifully symmetrical and graceful bush, similar to Eva Rathke but with a profusion of gorgeous pink bloom. Tall. 2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each. 4 to 5 ft., reg. 80c; special, 75c each.

Golden Jubilee Descriptive Catalog

Free

For the Asking

One of America's best comprehensive hardy plant catalogs. A compilation of all the varieties that have grown and retained, as thorough and most valuable plants, after 50 years of stock. Think of it, only one thousand varieties and still growing in variety described for you. Nothing anything that's good and hardy is to be emphasized in this descriptive nursery knowledge.



Hydrangea P. G.
(Peegee)

Glorious in late summer with mammoth pyramids of snow white blooms turning to pink and bronze. Semi-dwarf. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.

Common Purple Lilac

Loved by everyone from their remembrance of it in Grandmother's Garden. Tall. 2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each. 4 to 5 ft., reg. 80c; special, 75c each.

Boston Ivy

The very best climbing vine. Foliage takes on beautiful autumnal tints. Strong, 2-3 ft. plants, reg. 50c; special, 40c each. Strong, 3-yr. plants, reg. 75c; special, 50c each.

Deutzia Gracilis

A most useful dwarf shrub with multitudes of peony white blooms in May. 15 to 18 inch, bushy, reg. 50c; special, 40c each. 18 to 24 in., extra bushy, reg. 65c; special, 50c each.



Snowhill Hydrangea

Round, compact shrub with grand healthy foliage. July and August. Semi-dwarf. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. 80c; special, 75c each.



Spirea Anthony Waterer

Probably our most popular dwarf shrub. Best in June but continues well until frost. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.



Silver Maple

Our most popular rapid growing shade tree. 6 to 8 ft., reg. \$1.00; special, 75c each. 10 to 12 ft., reg. \$2.00; special, \$1.50 each. 14 to 16 ft., reg. \$4.00; special, \$2.50 each.



Spirea Thunbergii

Careful, leathery foliage. Very early blooming, semi-dwarf. 2 to 3 ft., reg. 60c; special, 50c each. 3 to 4 ft., reg. \$1.00; special, 75c each.



Japanese Flowering Quince

Most attractive semi-dwarf shrub with a glorious mass of bloom in early spring. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.



Bridal Wreath

The old favorite, glorious in its grace and profusion. Tall. 3 to 4 ft., reg. 60c; special, 40c each. 4 to 5 ft., extra bushy, reg. 75c; special, 50c each. 5 to 6 ft., specimens, reg. \$1.25; special, \$1.00 each.



Hall's Japanese Honeysuckle

Foliage nearly evergreen. Most useful for trellis, fence or ground cover. Strong 2-yr. plants, reg. 50c; special, 40c each. Strong 3-yr. plants, reg. 75c; special, 50c each.



Silver Lace or Chinese Fleece Vine

A most wonderful hardy new introduction that has practically displaced the popular old Clematis paniculata. Its great popularity is evidenced by the fact that we sold over twelve thousand (12,000) plants last year (its third year with us). Strong 1-yr. plants, reg. 50c; special, 40c each. Extra fine, 2-yr. plants, reg. 65c; special, 50c each.



Japanese Flowering Quince

Most attractive semi-dwarf shrub with a glorious mass of bloom in early spring. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.



Cut-Leaf White Birch

(Betula alba pendula)

(Not pictured)

Artistic, drooping character. Very striking.

6 to 8 ft., reg. \$3.00; special, \$2.15.

8 to 10 ft., reg. \$3.75; special, \$2.25.

Mountain Ash

(Sorbus aucuparia)

(Not pictured)

A spectacular medium size tree bearing attractive red berries in midsummer.

6 to 8 ft., reg. \$1.75; special, \$1.45.

8 to 10 ft., reg. \$2.50; special, \$1.95.

Why buy weak, slim, "mail order" plants and wait years to obtain an effect when Cole's big, thrifty, well-rooted stock costs so little more?

Rosy Tatarian Honeysuckle

(Lonicera tatarica)

Flowers in May and June followed by attractive bright red berries in fall.

2 to 3 ft., reg. 50c; special, 40c each.

3 to 4 ft., reg. 65c; special, 50c each.

4 to 5 ft., reg. 80c; special, 75c each.

1 to 5 ft., reg. 80c; special, 75c each.



Purple-Leaf Plum

(Prunus pissardi)

Small tree, fine for color, massing or single specimens.

2 to 3 ft., reg. 60c; special, 50c each.

4 to 5 ft., reg. 80c; special, 75c each.

6 to 7 ft., reg. \$2.00; special, \$1.60 each.

Lombardy Poplar

(Populus nigra italica)

Remarkably picturesque as pillars or screens.

8 to 10 ft., reg. \$1.25; special, 90c each.

12 to 15 ft., reg. \$2.75; special, \$1.95 each.

Japanese Flame Azalea

(Azalea mollis)

Grows thriftily when planted in peaty soil. Dwarf.

10 to 15 in., reg. 50c; special, 45c each.

15 to 18 in., extra bushy, reg. \$3.00; special, \$2.50 each.

2 to 2 1/2 ft., specimens (20 to 40 flower buds), reg. \$5.50; special, \$3.50 each.

VIGORO

The Complete Plant Food

A fine, balanced fertilizer, clean, odorless and easy to apply. Directions for use with every package.

100-lb. bag for \$5.00.

50-lb. bag for \$3.00.

25-lb. bag for \$1.75.

NOTE—Vigoro is pre-paid only in our Cleveland trucking zone. Elsewhere freight collect.



Japanese Flame Azalea

Bechtel's Double Flowering Crab

(Malus baccata plena)

Probably our most profuse flowering crab. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. 80c; special, 75c each.

4 to 5 ft., reg. \$1.00; special, \$1.00 each.

6 to 7 ft., reg. \$1.25; special, \$1.00 each.



Philadelphus Virginian

Wonderful New Double Mock Orange

(Philadelphus Virginian)

A tremely floriferous and purest white. Tall. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. 80c; special, 75c each.

Glorify Your Garden with our fine ornamental trees

Japanese Flowering Crab

(Malus floribunda)

(Not pictured)

Most gracefully large shrub with drooping branches. Literally alive in early spring with masses of small delicate pink buds and flowers.

18 to 24 in., reg. 75c; special, 50c each.

2 to 3 ft., reg. 90c; special, 75c each.

4 to 5 ft., reg. \$1.40; special, \$1.20 each.

High Bush Cranberry

(Viburnum opulus)

Pretty white flowers followed with an abundance of brilliant scarlet fruits that hang on well into the winter. Loved by the birds. Tall.

18 to 24 in., reg. 50c; special, 40c each.

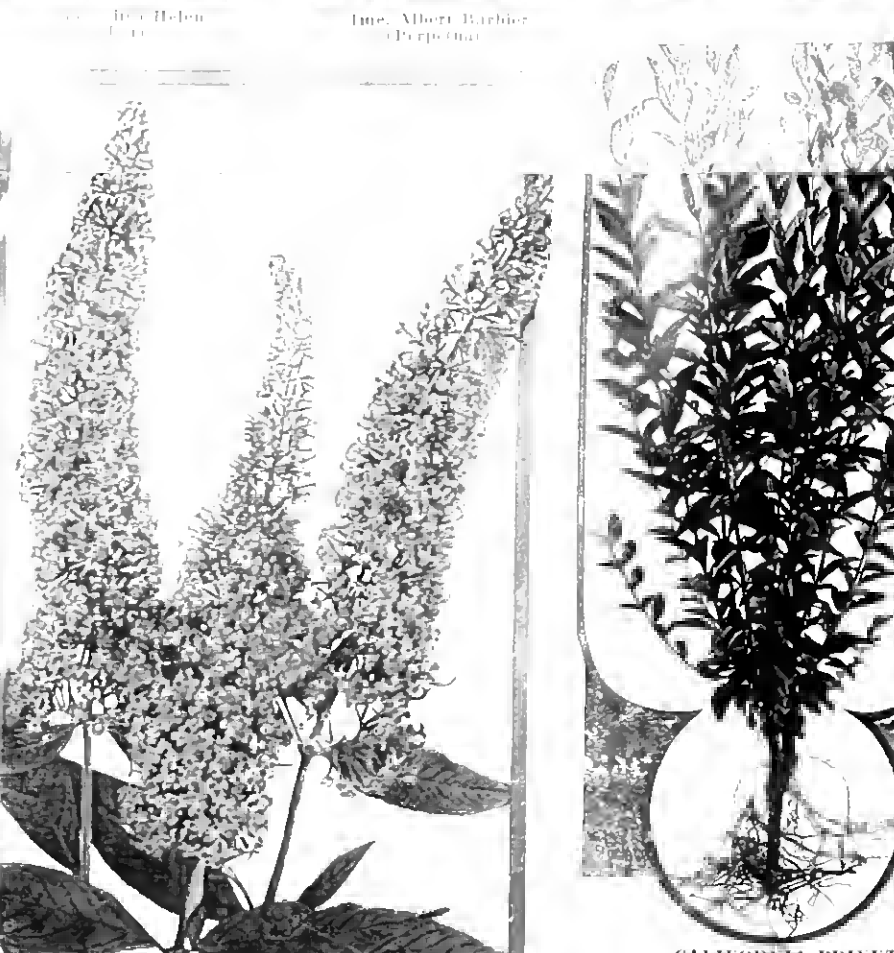
2 to 3 ft., reg. 65c; special, 50c each.

3 to 4 ft., reg. 80c; special, 75c each.

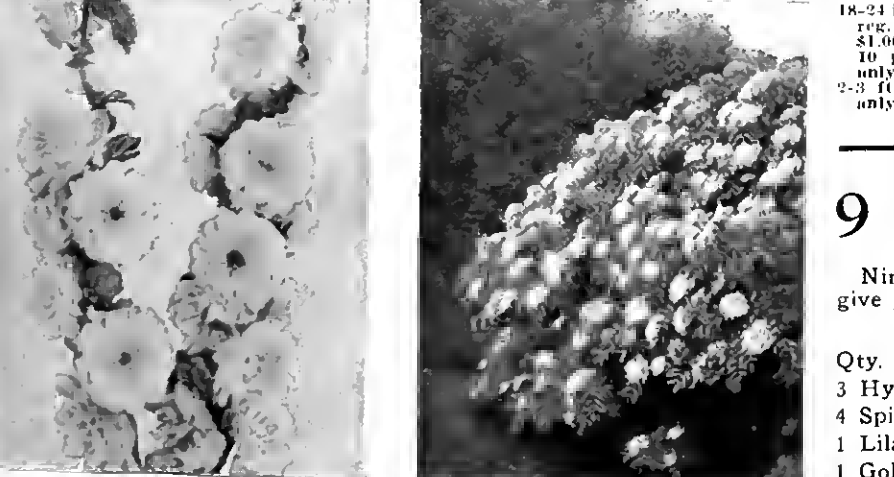


High Bush Cranberry

America's Finest Roses



CALIFORNIA PRIVET
(*Ligustrum ovalifolium*)
The most popular hedge plant. Glossy, green foliage. Semi-evergreen. Cole's 50th Anniversary Friendship Offer. 12-18 in., strong, reg. 25 for \$1.25; special, 25 plants for only 95c.



GOLDEN ELDER
(*Sambucus aurea*)
Our only worth-while tall growing golden-leaved shrub. Very striking. Tall, 2-3 ft., heavy, reg. 50c; special, 40c each. 3-4 ft., heavy, reg. 65c; special, 50c each. 4-5 ft., extra heavy, reg. 90c; special, 75c each.

1881

Cole's Anniversary Offering

of the Finest Selected Nursery Stock

1931

Everything That's Good and Hardy

Newest and Exceptional Roses



Tilsit (Tea)
Extra grade, \$1.75 each. Medium grade, \$1.35 each.

For fifty years The Cole Nursery Co., has stood as a Standard of Quality. We have adopted a policy of co-operation, both with nature and with our customers which has met with gratifying success throughout the years.

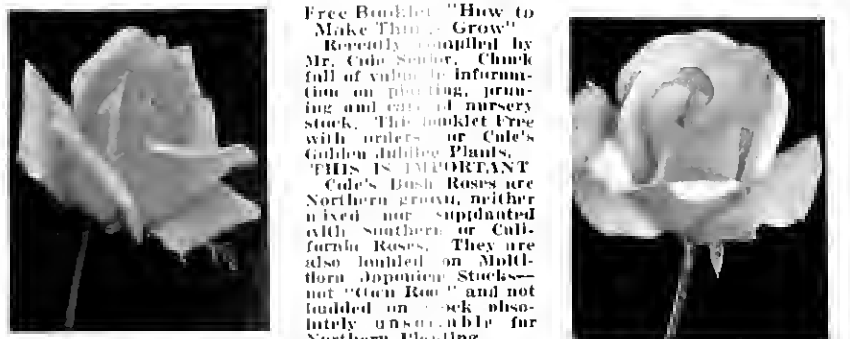
From a humble beginning, our nurseries have steadily pushed forward from the small rear garden patch growing a few hundred plants, to an organization of 700 acres now providing millions of plants annually for our friends living in the City, Farm and Suburban Homes.

Gratified as we are of our continued growth and success, since 1881—this Golden Jubilee year we are offering our many friends an opportunity of securing high quality Roses, Shrubs, Perennials, Evergreens, etc., at unusually attractive prices—made possible through our ability to produce enormous quantities and furnish living nursery stock to equal or surpass anything you can buy elsewhere.

Take advantage of our Golden Anniversary Bargains—You Will Save Money.

Cole's Supreme Everblooming Roses

Cole's 2-year EXTRA (the best plants attainable), except as noted, each, 75c.
Offer I-C-3A. Your choice of any six EXTRA grade 75c. Roses, except the six Sensational New Roses, for only \$4.50.
Offer I-C-3B. Your choice of any twelve EXTRA grade 75c. Roses, except the six Sensational New Roses, for only \$13.50.
Cole's 2-year medium, As our best "first grade" Roses, except as noted, each, 50c.
Offer I-C-3C. Your choice of any six medium grade 50c. Roses, except the six Sensational New Roses, for only \$3.00.
Offer I-C-3D. Your choice of any twelve medium grade 50c. Roses, except the six Sensational New Roses, for only \$18.00.



Mrs. E. P. Thom (Tea)
Extra grade, \$2.00 each. Medium grade, 75c each.



President Herbert Hoover (Tea)
Extra grade, \$2.00 each. Medium grade, \$1.50 each.



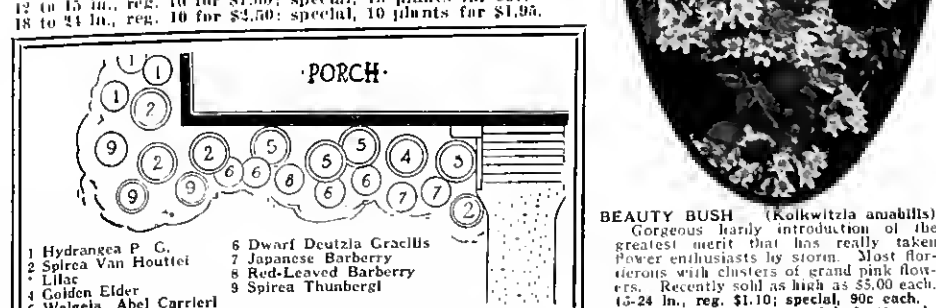
Mrs. E. P. Thom (Tea).



NEW KOREAN BRIDAL WREATH
(*Spiraea trilobata*)
Sensational hardy variety with a profusion of bloom in June in graceful arching sprays. Tall, 18 to 24 in., reg. \$1.00; special, 90c each. 4 to 5 ft., reg. \$1.50; special, \$1.25 each.



NEW RED-LEAVED JAPANESE BARBERRY Plant in full sun for best color. 12 to 15 in., bushy plants, reg. 60c; special, 40c each. 18 to 24 in., exceptionally fine plants, reg. \$1.00; special, 75c each.



BEAUTY BUSH (*Kolkwitzia amabilis*)
Gorgeous hardy introduction of the greatest merit that has really taken flower enthusiasts by storm. Most floriferous with clusters of grand pink flowers. Recently sold as high as \$5.00 each. 12-24 in., reg. \$1.10; special, 90c each. 2-2 1/2 ft., reg. \$1.75; special, \$1.40 each.

Cole's Golden Anniversary Shrubs

Shrubs form the greater part of attractive plantings, and with careful planning and selecting of varieties they will become the most treasured beauties of your outdoors around the foundation of buildings, along the edges of the building lot and in occasional clumps along walks and driveways.

After fifty years of work and study it is any wonder that we feel we have acquired the necessary fundamentals regarding the proper handling of plants, and how they should be planted? We will gladly send you information regarding the proper selection of your plant material for the asking.

Everything That's Good and Hardy

9 Beautiful Varieties

Nine (9) beautiful varieties (22 Shrubs) that will give you the same effect as illustrated.

FOUNDATION PLANTING

- Qty.
3 Hydrangea P. G., 18 in.
4 Spirea Van Houttei, 3 ft.
1 Lilac, 3 ft.
1 Golden Elder, 2 ft.
3 Weigela, Abel Carrieri, 2 ft.
4 Deutzia Gracilis, 18 in.
2 Japanese Barberry, 18 in.
1 New Red-Leaved Barberry, 15 in.
3 Spirea Thunbergi, 2 ft.



Delivery Paid by Cole Nursery Co.

In addition to our great Golden Jubilee Price Reductions we are giving you another generous reduction in the form of FREE DELIVERY.

TRANSPORTATION CHARGES WILL BE PAID BY COLE to points in all states east of the Mississippi River, and north of and including Virginia and Tennessee.

Transportation by express, parcels post, truck or freight to be at the discretion of the Cole Nursery Co., except as noted in catalog. Heavy items out of the trucking zone will be sent by freight.

For Obtaining Immediate Effects

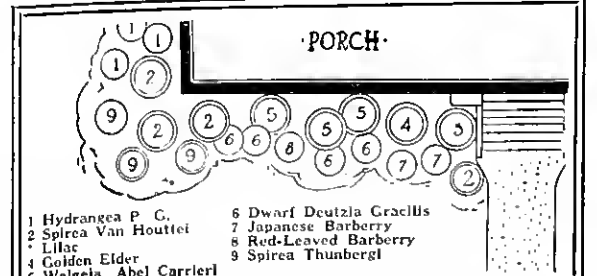
Coles guarantee their plants to be of the finest quality. You will be pleased with the extra-strong, thrifty well-branched tops, and the heavy fibrous root systems. These plants will greatly surprise you with instantaneous grandeur and beauty.

Cole's Golden Anniversary Offer No. 32

22 GLORIOUS SHRUBS - as pictured, using same size as in list opposite. Value \$12.85. Special Price \$8.90

Cole's Golden Anniversary Offer No. 34.

22 Glorious shrubs. Same as Offer No. 32, except that every shrub is one size larger. Beautiful specimens for immediate effects. Value, \$16.10. Special Price \$11.90



A. B. WATSON COMPANY, HORTICULTURAL PRINTERS, ST. JOSEPH, MO.